

International Marketing 101:

How to Attract International Travelers to Your Destination



Connecticut Commission
on Culture & Tourism

Join the Connecticut Commission on Culture & Tourism and your tourism region to learn how international travelers from the United Kingdom, Ireland, Germany and France will stay longer and spend more money than the average domestic visitor.

The workshops are designed to increase international visitation to tourism and culture destinations including your hotel, Inn, B&B, attraction, chamber of commerce, museum, transportation company or cultural destination.

A series of free International Marketing Workshops

*Presented in partnership by the
Connecticut Commission on
Culture & Tourism Discover
New England and hosted by
Connecticut's five tourism
regions.*

PRESENTER

Sue Norrington-Davies,
new Managing Director of
Discover New England.

Discover New England is the official regional
marketing alliance led by the tourism
offices of the six New England states with
the mission to increase domestic and
international travel and tourism.

TAP INTO THE INTERNATIONAL MARKET

After attending one of the International
Marketing Workshops, take your new
strategies and skills to the Discover New
England 13th Annual Tourism Summit &
International Marketplace taking place in
New Haven, April 14-16, 2008.

WORKSHOP LOCATIONS

There is no cost to attend.

Select the workshop most convenient for
you and call to register:

Tuesday, January 8, 2008

Time 9:30 a.m. – 11:30 a.m.

Place Holiday Inn
10 Laura Boulevard
Norwich, CT (I-395, exit 80)

Host Eastern Regional Tourism District
RSVP 860-444-2206

Tuesday, January 8, 2008

Time 1:30 p.m. – 3:30 p.m.

Place Holiday Inn
363 Roberts Street
East Hartford, CT (I-84, exit 58)

Host Central Regional Tourism District
RSVP 860-244-8181

Wednesday, January 9, 2008

Time 9:30 a.m. – 11:30 a.m.

Place Courtyard by Marriott
136 Marsh Hill Rd.
Orange, CT (I-95, exit 41)

Host Greater New Haven
Convention & Visitors Bureau
RSVP 203-777-8550

Wednesday, January 9, 2008

Time 1:30 p.m. – 3:30 p.m.

Place Stepping Stones Museum
303 West Avenue
Matthews Park
Norwalk, CT (I-95, exit 14N)

Host Fairfield County
Convention & Visitors Bureau
RSVP 203-853-7770

Thursday, January 10, 2008

Time 10:00 a.m. – 12:00 p.m.

Place Timexpo Museum
175 Union Street
Brass Mill Commons
Waterbury, CT (I-84, exit 22)

Host Northwest
Convention & Visitors Bureau
RSVP 860-567-4506

For further Information please contact:
Richard Emonds, CCT , 860-256-2746

In case of inclement weather,
call 860-256-2746 the morning of your
workshop to check on change in time or
date.

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CTvisit.com